



Tourism & Events Department
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**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 16, 2018

Subject: Multi-Year Community Event Funding Update-Parada del Sol Parade

At the October 16 TDC meeting, the producer of the Parade del Sol Parade will provide an event update. The update will include parade goals and activities.

The following are highlighted 2018 contract deliverable results:

- Parade del Sol Historic Parade will have an annual increase of at least \$9,000 in sponsorship funds for the parade. City funds are not considered sponsorship funds for purpose of this requirement.

The 2017 event sponsorship amount was \$21,000. The 2018 parade direct dollar sponsorship was \$28,500.

- Parada del Sol direct dollar marketing investment in the parade will increase by at least \$9,000 annually.

The 2018 parade direct dollar marketing investment was \$13,468 up from a \$10,000 marketing investment in 2017. Total marketing value for the 2018 parade was more than \$118,000.

- Parade entries shall increase by a minimum of ten entries annually.

Parade entries for 2018 totaled 125 up from 100 entries in 2017.

- Parade attendance shall increase by a minimum of 10,000 annually.

Parade estimates for 2018 attendance exceed 30,000 per the producer. When combined with additional Western Week activities attendance requirements were met.

Scottsdale Parada del Sol Parade and Trail's End Festival

2018-2019

OVERVIEW

Entering its 66th year, Parada del Sol had its' beginnings in 1951 as the "Sun Shine Festival." The City of Scottsdale sponsored the festival shortly after the City incorporated and the Festival consisted of a brief parade through downtown Scottsdale and ended with a family barbecue on Main Street. The first rodeo was added in 1956, and the name of the Festival was changed to "Parada del Sol". Translated from Spanish, Parada del Sol means . . . "Walk in the Sun".

The Parada committee could not continue to provide this quality, multi-cultural signature event if it wasn't for the continued support of the City of Scottsdale; specifically, the support of Karen Churchard, Steve Geiogamah, Cheryl Sumners and the Tourism and Events team, the Tourism Development Commission, Experience Scottsdale and Entertainment Solutions, Inc. Due to their unwavering support, the Parada del Sol parade committee submitted and was recognized with the following awards:

Arizona Governor's Tourism Award for "Outstanding Urban Tourism Partnership"
&

Public Relations Society of America Arizona Chapter's Copper Anvil Award for "Special Events:
One to Seven Days"

The Governor's Award was due to the partnership established between the Parada committee and the City of Scottsdale. The PRSA Award was judged by an out-of-state chapter of PRSA to ensure an unbiased review of the submittals.

SCHEDULE

February 9, 2019

Pre-Parade – starting between 9:15 a.m. to 9:30 a.m.

Parade – 10:00 a.m.

Trail's End Festival – approx. 12:00 p.m. and ending at 4:00 p.m.

THEME

2019 - Arizona's Heroes; we are currently working on confirming a Grand Marshal for the parade under this theme.

DELIVERABLES

Marketing/Promotion:

For the 2018 event, the Parada committee spent \$13,468 on print, radio and social media with an estimated value of \$39,000. In addition, we obtained free media and marketing coverage in print, radio, social media, audio/visual media and television with an estimated value of over \$118,000.

The 8-page “Stampede” insert was resurrected through a partnership with the Scottsdale Independent newspaper. This publication was distributed to over 75,000 households in Scottsdale as well as along the parade route prior to the start of the parade. It’s cost to Parada was \$2,300 but its overall value was over \$18,500.

In addition, the committee partnered with Merestone for a PSA video production which ran on both Cox cable and City Cable. As part of the radio purchase negotiation, we provided promotional package giveaways for VIP seating along with food and beverage tickets.

Partnering with National Street Teams, we had an intensified distribution of posters, rack cards and flyers in Old Town Scottsdale – furthering the exposure prior to the day of the event.

Azfamily.com (powered by Channels 3 & 5) partnered with us to provide live streaming of the entire parade and we obtained eight live weather segments the morning of the event.

Both the Scottsdale Independent Newspaper and the Arizona Republic provided post-event slideshows on their website for those who were not able to attend.

For the 2019 event, the Parada committee will increase direct expenditures to over \$17,000-\$20,000 with the anticipated value between paid and free exposure to exceed last year’s combined value of \$157,000. At a minimum, we plan on duplicating the coverage we received last year. We also have developed relationships with the resurrected Scottsdale Progress with discussions regarding stories about the past Parada years as a lead-up to parade day.

With all our marketing and promotional collateral, the Scottsdale Parada committee consistently cross-promotes all events surrounding Western Week (Gold Palette ArtWalk: Western Spirit, Hashknife Pony Express, American Indian Festival Native Experience, Farmers Market, and the Arizona Indian Festival) including Rodeo Scottsdale (formerly Parada del Sol Rodeo) scheduled in March.

Entries:

For the 2018 event, there were 125 entries in the parade which was an increase of 25 from the prior year, in part due to the considerable number of Native American entries as part of the American Indian Festival.

We introduced two new judging categories this past year – Traveling Trophies for the Best City Department Representation and the Best School Representation.

For 2019, our focus will be to continue to increase the number of entries in the parade (looking to cap the number around 150). Our understanding is the American Indian Festival will have representation from additional tribes who will be participating in the parade. We will be introducing at least one additional Traveling Trophy this year – the Best Cultural Representation.

In 2017, we had identified an entry which captured the hearts of the attendees – the Cabalgando X dancing horses. Due to their entertainment factor, we created a Pre-parade entry for this group to assist with timing and spacing of parade entries. In 2018, we found another crowd favorite – the Scottsdale Fire Department Honor Guard-Pipe & Drums. So, to allow these two entries the time and recognition, we will be formalizing the “Pre-Parade” as part of the event. The Pre-Parade will begin between 9:15 and 9:30 – first with the Honor Guard and then the Cabalgando entry to follow.

Sponsorships:

For 2018, the Parada committee obtained over \$28,500 in sponsorships for the event.

2019’s event is targeted to obtain over \$37,500 in sponsorship dollars outside of the funding provided by the City. The committee has been working for the last several years to obtain a 501(c)3 status and we just received it this past month. This new status will assist in meeting our sponsorship goal.

Attendance:

Combined attendance between the parade and festival was estimated to exceed 30,000. The committee continues to increase promotion of the event, capitalize the use of social media, cross-promote with the other events during this time, and look for additional activation opportunities to bring more people to both events.